

# Social Media Content Development (China)



Project Title	Social Media Content Development (China)
Project Summary	Work with officers and staff of Embassy Beijing’s Provincial Outreach Program to develop content and strategies for social media outreach to audiences in China’s northern tier of provinces.
Country	China
Agency	Department of State
DoS Office	N/A
Post	BEIJING
Section	POL
Number of Interns	1

## Project Description

Students will identify trends, methods, and language popular in Chinese social media. Students will write social media posts (Chinese and English) for publication on U.S. Embassy Beijing's Mission Outreach weibo and qq sites. Sample topics include: study exchange programs, U.S. and China pop culture, regional profiles, etc. Content will be submitted on a regular basis, to be determined at the beginning of the internship.

## Desired Skills Interests

Skill
Independent
Storytelling
Communication Skills
writing
Social science research
International Affairs
Social Media
Cultural Diplomacy

Interest in China studies

Digital Media

## Additional Information

*None*

## Language Requirements

*None*